



Oral Care in Costa Rica

April 2024

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Oral Care in Costa Rica - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Global giants continue to lead but niche-oriented brands gain ground
Whitening products increasingly visible in toothpaste and mouthwashes/dental rinses
Bundle pack promotions remain common in oral care

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Toothpaste and manual toothbrushes will remain the dominant categories
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DISCLAIMER

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